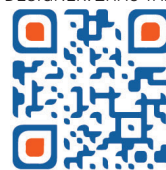


# BEIJING TODAY

## COMMERCE



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# Cheetah's IPO a risky bet?

Having captured \$2.2 billion yuan with its recent IPO on the New York Stock Exchange, Cheetah Mobile is the darling of IT investors.

But the road to success may be harder than its supporters imagine. In spite of its success, Cheetah is struggling to monetize its mobile investments even while it enjoys the support of giants like Tencent, Baidu and Xiaomi.

Page 2

## Deep Springs' name may be all hype

Page 3

## Open Days bring the EU to Chinese youth

Page 4

## Water town offers southern scenery

Page 6



# Cheetah Mobile eyes new round of expansion

By YANG XIN  
Beijing Today Intern

The three-year-old Cheetah Mobile should be too young to be noticed, but it caught the eyes of the world when it went public on the New York Stock Exchange on May 8.

On its market debut, Cheetah Mobile's share value rose 13 percent, bringing in about \$2.2 billion after its initial public offering was priced \$14 – the high end of the expected range.

Going public is the end objective for most Chinese entrepreneurs, but Fu Sheng, founder and CEO of Cheetah, is different.

"It is merely another step in the development path of a company. It is not a goal but a milestone," he said.

"With 223 million active monthly users, most of whom are overseas, we need to enhance our global branding and form a team of world-class talents – especially in our foreign agencies."

Going public could provide the way, he said.

Up to now, Cheetah has accumulated more than 500 million users globally and quadrupled its monthly active users in merely a year. For a young company, Cheetah's success seems extremely alluring and yet hard to replicate.

Dedicated to developing into an international security software explorer, Cheetah won the support of Tencent, Baidu and Xiaomi, all of which are eager to break the monopoly of Qihoo 360 in China's security sector. The cooperation of three Internet giants made its market share grow at an alarming rate.

The company also ben-



efits from a strategy that targets the fringe of the Internet. With increasingly fierce competition in social media, web browsers, search engines and input methods, new enterprises have little chance of reaping market share. Cheetah bypassed the problem by attacking niche markets for collage-making software.

It also has extremely ambitious leader-

ship. "Earning money is not the whole objective. What I am trying to do is seize the opportunity to develop Cheetah into a company that can create value for the whole industry – even the whole world," Fu said.

But obstacles remain.

Major products delivered by Cheetah include Clean Master, Battery Doctor, Kingsoft Antivirus and Cheetah Browser, all of which aim to optimize and safeguarding mobile phones or PCs. But with each product having

a single function, Cheetah's usage estimates include many overlapping users. The company's next task will be to break away from single product installations and bring together its diverse portfolio of apps.

The company has spent millions of yuan to promote itself on the Sungy Mobile platform. But late last year, Qihoo 360, the company's strongest competitor, became a strategic partner of Sungy Mobile to rein in Cheetah's further expansion. Whether Cheetah can enlarge its global market share without the support of Sunby Mobile remains doubtful.

Cheetah is also struggling to find a way to turn its soaring user base into revenue. Clean Master, its most popular software abroad, failed to generate satisfying revenue as well. Revenue from mobile platforms accounts for only 11.6 percent of the company's overall revenue.

In comparison, more than 50 percent of Sunby Mobile's revenue comes from mobile platforms.

Cheetah began using the name Cheetah Mobile several months ago to show its determination to expand into the mobile market, but the slow rate of return in its mobile business is definitely not what investors wish to see.

As one of the best performing Chinese IT companies to go public, Cheetah faces great expectations.

Fu said he would do his best to retain independence in Cheetah's future decision-making regardless of competition among its shareholders. Time will tell whether or not it is possible.



CFP Photos



# Deep Springs' reputation overvalued in China



Deep Springs College requires students to do 20 hours of work each week in addition to its seminar-based liberal arts program.

CFP Photos

By BAO CHENGRONG  
Beijing Today Staff

The acceptance of Peng Shuhan, a Chinese student, to Deep Springs College has attracted a lot of attention. While media reports paint the college as a utopian university, fraud fighter Fang Zhouzi says the school's offerings are greatly exaggerated.

The school is praised for having a "unique" model that combines a seminar-based liberal arts program with 20 hours of labor per week and student governance.

But Fang said the model is not unique at all. There are seven members of the Work Colleges Consortium, including Alice Lloyd College, Berea College, Blackburn College, College of the Ozarks, Ecclesia College, Sterling College and Warren Wilson College.

Berea College, for example, has been requiring students to work 10 hours per week since it was established in 1855. In exchange, the college gives every student a full scholarship.

Shimer College also gives its students a high role in governance through an assembly managed by both students and teachers. Deep Springs does offer a little more, per-

mitting its students to serve as judges on the school's Application Committee.

Deep Springs is also lauded for its strict admission standards. Only 13 of the college's 200 applicants are allowed in each year. The enrollment rate fluctuates between 6 and 15 percent: not low when compared to Harvard, which has a consistent admission rate of 5.8 percent, Fang said.

Reports that most of the faculty at Deep Springs come from Harvard and Yale are also incorrect, Fang said. Among the five full-time staff, two are former professors at St. Mary's College, and the other three were lecturers from Duke, Stanford and Brown University.

The school's 10 part-time lecturers consist of a Princeton graduate, an MIT graduate, three freelancers, a visiting lecturer from Smith College, a poetry editor, a Berkeley Ph.D and a professor from the American

University of Paris.

Fang also noted that it is not very famous when compared to Williams College, Amherst College or Wellesley College, not to mention Harvard and Yale.

Although the school is given high marks for its teaching level in the *Princeton Review*, its evaluation may not be that objective, Fang said. Deep Springs has never been

mentioned in the rankings of top colleges by *Forbes* and *US News & World Report*.

Peng Shuhan said it is nearly impossible to compare Deep Springs with top universities like Harvard and Yale since their education philosophy and education models are very different.

philosophy and education models are very different.

Degree qualification is another concern. Fang said graduates can only get an associate's degree when they graduate. If they want a bachelor's degree, they have to head

to another university to study an additional two years. Although the college said that most of its graduates later attend top universities, Fang said that is not exceptional since its applicants have already met those school's qualifications.

Fang said that the school is a good choice for students who want to experience US village or desert life. But for those who expect to get the kind of education they would from a top university, Deep Springs may be a disappointment.

One of the main attractions in a top university is the student network which can be a career booster. With such small classes, Deep Springs has limited potential, Peng said.

Peng is the third student from the Chinese mainland to study at the university. The first was accepted in 2006 and the second in 2011. Wan Xin, the second mainland student succeed to study at the university, quit to follow his parents' suggestion to study at the University of Pennsylvania.

Although the College said it would accept female applicants in 2013, the terms of its trust have prevented it.

The college's main source of income is alumni donations.



Peng Shuhan

**“It is nearly impossible to compare Deep Springs with top universities like Harvard and Yale since their education philosophy and education models are very different.”**



# Open Days connect EU embassies and local youths

By LIU XIAOCHEN  
Beijing Today Staff

The Delegation of the European Union to China and the embassies of EU Member States in Beijing are holding their fourth annual EU Open Days for Young People.

Through the end of June, interested Chinese and Europeans citizens can visit EU embassies for information sessions, lectures, discussions and games.

Open Days began in Beijing on May 8 with lectures and discussions among a group of 100 Chinese and European youths on issues such as EU economic and monetary issues, European languages, the Erasmus Mundus student exchange program and Schengen visas. It was followed by a barbecue on the grounds of the EU Delegation.

As of press time, the embassies of Hungary, Spain, Romania and Austria have already concluded their Open Day events. Finland, Greece and Denmark will host events on May 23, 30 and 31.

The Finnish embassy is inviting students to speak with other young people as part of its Sino-Finnish communication on education. The Greek embassy's staff will introduce matters related to Greece's EU presidency and the country's cooperation with China in the field of education and culture. The Danish embassy will cooperate with Sina to accept applications for visitors who want to see its cultural performances.

In June, the embassies of the Netherlands, Germany, Poland and France will welcome more young people in the capital.

The Holland embassy will offer a lecture on daily life in the embassy. Participants can visit different departments and ask related questions to the staff while tasting traditional Dutch snacks.

The German embassy's theme is study and travel in Germany. Related institu-



Open Days at the Danish embassy in 2011

CFP Photos



The Delegation of the EU to China began the Open Days program in 2011.

tions will provide information on studying abroad and various cultural and language training items. The German National Tourist Board will share beautiful images of the nation's countryside.

The embassy of Poland will invite young people who visited Poland at the beginning of this year to tell the visitors about their experiences.

The French embassy will provide a lecture on France at the embassy's hall and screen a short video on challenging European skepticism.

More information about these and other EU embassy events is available on the EU Delegation website [eu-in-china.com](http://eu-in-china.com) and on Sina Weibo at [weibo.com/euinchina](http://weibo.com/euinchina).

# Australian government opens Endeavor scholarship to students



The Australian government provides scholarships to support researchers and students.  
CFP Photo

By LIU XIAOCHEN  
Beijing Today Staff

The Australian government's Endeavour scholarship and fellowship program is accepting applications from Chinese students through June 30.

As part of the Australia Awards plan, the scholarships and fellowships have many international competitors. Endeavour scholarships are operated by the Australian International Education Department of the Ministry of Education and provide support for students seeking high quality education and training, and for leaders in research and innovation.

Scholarships and fellowships open to Chinese applicants include the Endeavour Postgraduate Scholarship for

master's degrees and Ph.Ds, the Endeavour Research Fellowship for short-term research or postdoctoral research, the Endeavour Vocational Education and Training (VET) Scholarship for certificated classes or bachelor degrees and the Endeavour Executive Fellowship for job training.

Applicants must be at least 18 years old and Chinese citizens to apply domestically. They must start depart for Australia between January 1 and November 30, 2015 after being approved. The duration of study will be randomly assigned, with grants ranging from several months to two years.

For more information, visit the official website at [aei.gov.au/Endeavour](http://aei.gov.au/Endeavour). Chinese readers can check [china.embassy.gov.au](http://china.embassy.gov.au) or email [endeavour@education.gov.au](mailto:endeavour@education.gov.au) for more details about the program.



# Creative exhibition presents Sino-Spanish art dialogue



Miu Xiaochun's works



Pekin.cervantes.es Photo

By **LIU XIAOCHEN**  
*Beijing Today Staff*

The Garden of Earthly Delights, painted by Hieronymus Bosch, is the theme of the latest exhibition at Instituto Cervantes.

Titled "Stride over the Contemporaneity: Interpreting the Garden of Earthly Delights," it will be open to the public through July 30.

Attending artists include Spanish photographer José Manuel Ballester and Chinese new media artist Miu Xiaochun. Exhibited works include the original copy of The Garden of Earthly Delights from the Prado Museum in Spain and two works related to the theme by the two artists.

The artists present that classic masterpiece from the angles of "past and future" and "east and west," showing that delicate communication belongs exclusively to art and that the collision of backgrounds is the creative inspiration of the exhibition.

The Garden of Earthly Delights is a triptych. From left to the right, the work is divided into three parts: The Garden of

Eden, The Garden of Earthly Delights and Hell. When the triptych is closed, the picture shows the earth's original state. When both sides of the drawing are closed, it also depicts the story of creation.

Bosch was born in 1450. His style of medieval painting shows the influence of the Northern Renaissance. Most of his paintings focus on depicting sin and human moral corruption, with the devil, beast men and mechanical figures playing into the images. His paintings are complex and original, full of imagination and symbolism.

As a master of the surreal, Ballester removed all traces of humans from the original painting and turned his work into a pure landscape. The original background becomes the subject of his creation.

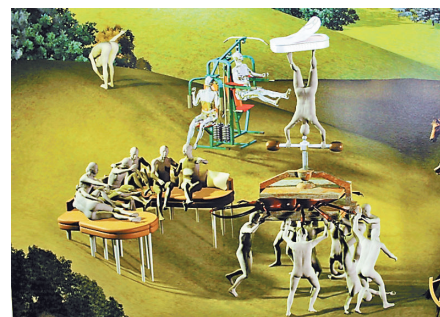
Miu is an artist who crosses photography, painting and three-dimensional computer animation. Working along the theme of deconstruction, he breaks the triptych into nine pieces using 3D models to present the philosophical stages of life from birth to death.

"Attracted by Bosch's painting, the two



artists create new works and dialogue from a modern viewpoint," said Spanish Ambassador Manuel Valencia.

"Photographer Ballester uses the blank-leaving of eastern aesthetics and philosophy in his works. Chinese



artist Miu's unique narrative style is very close to the Ming Dynasty's gorgeous painting."

The exhibition shows Chinese and Western artists' conversation about history, Valencia said.

## Italian embassy screens films to share culture

By **LIU XIAOCHEN**  
*Beijing Today Staff*

The Cultural Section of the Italian Embassy is providing Italian film screening throughout the month of May. Film fans and Italian enthusiasts can drop in to enjoy free classics of Italian cinema with Chinese subtitles.

*Ali Ha Gli Occhi Azzurri* (2012), directed and rewritten by Claudio Giovannesi, will be screened on May 23. The film was nominated for best producer at the 57th David di Donatello Awards.

The 16-year-old lead actor has an Italian girlfriend who does not meet the expectations of his religious parents. But for him, tradition is not important. He will get what he wants even via violence. Although the film was made to protest love between different races, it shows the permeability of identity, the confused state of youth and other social problems.



Ali Ha Gli Occhi Azzurri

*Nina*, shot and written by director Elisa Fuksas in 2013, will be screened on May 27. It was nominated for best



Nina

Douban.com Photos

picture at the 25th Tokyo International Film Festival.

The titular character Nina dreams

of going to China while passing her summer holiday in Rome. She takes Chinese classes and cares for her pet over that special summer.

After school ends, Nina is left with a margin of free time before September. She gives herself to her China dream and takes the remainder of the summer at her own pace. Unlike the apprentice dancer Frances, who is pressured to go to New York, Nina chooses not to be stopped by any relationship and insists on her travel.

The library of Cultural Section of Italian Embassy collects both new and classic Italian films, including stories and documentaries that represent life in Italy. The theater of the Cultural Section will offer screenings every week for viewers interested in Italy.

**When:** 7:30 pm on May 23 and 27

**Where:** 2 Sanlitun DongJie, Chaoyang District

**Entry:** Free



# Wander the capital's first water town

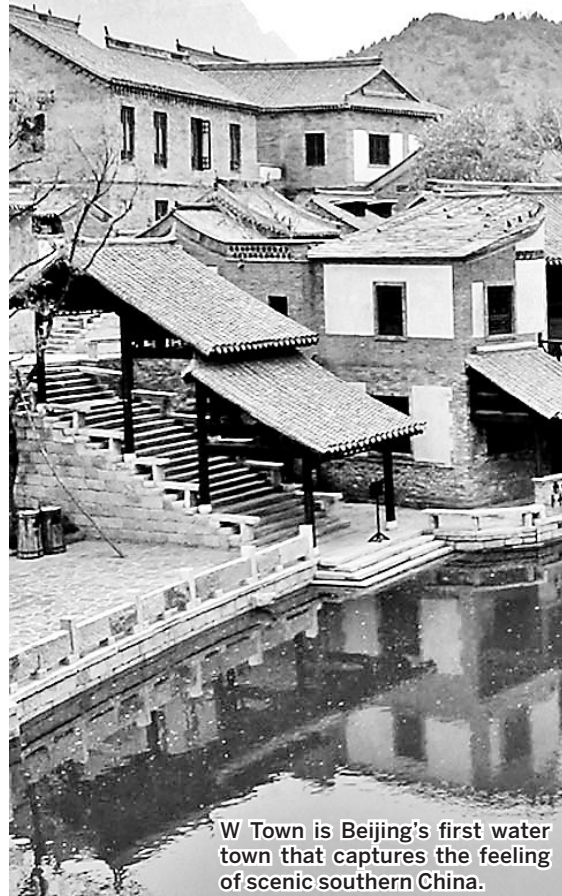
By LIU XIAOCHEN

Beijing Today Staff

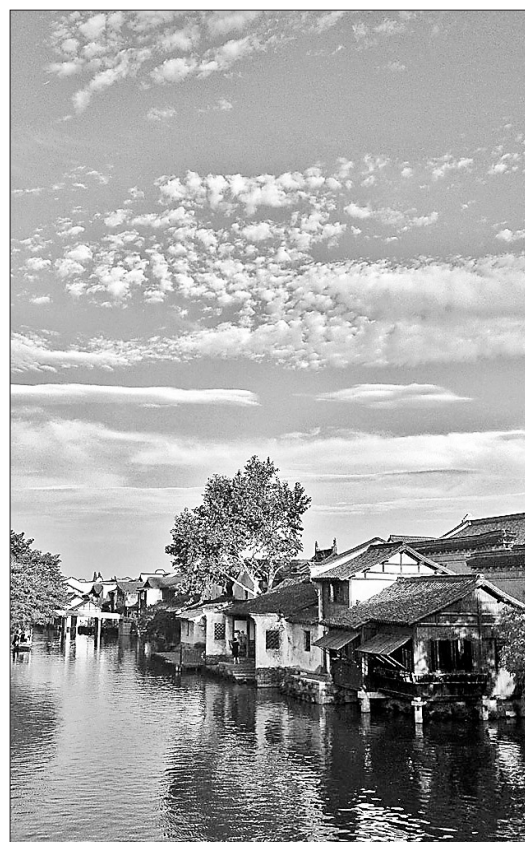
When talking about China's ancient towns, most people think of stone homes, bridges, paths and small boats. China has many popular ancient towns such as Wuzhen, Xitang and Lijiang, but most are located south of the Yangtze River.

You don't have to travel that far from Beijing to find similar views. There are locations in Miyun County that can be reached without flights, trains or special holiday planning.

Beijing W Town opened recently after three years of construction and repair. It is the first water town built in Beijing, and early summer is the best time for a tour.



W Town is Beijing's first water town that captures the feeling of scenic southern China.



Han66.com Photo

W Town is an artificial holiday resort in Gubeikou Town, Miyun County. It is located near the Simatai Great Wall and Lake Yuanyang reservoir on the border of Beijing and Hebei Province.

The resort area covers 9 square kilometers and is rebuilt based on five original villages. The constructed water town includes five-star hotels, small boutique inns, restaurants, curio shops, cultural displays and other service facilities.

W Town is simple, elegant and picturesque. The rows of houses, stone paths and long alleys resemble towns designed during the early Republic. The river that courses through it is a tributary of the Tang River. Visitors who come in autumn or winter should rent a boat with a dark awning to take in the scenery.

At present, only several areas are open to the public. Visitors can see the Republic of China area, old barracks area, Wolong Castle Folk Cultural area, Tang River and ancient stockade area, home stay area and dining area.

Visitors can book a home stay to try traditional northern foods, watch the Yongshun dye house, the Zhenyuan Escort, visit Sima Xiaoshao Brewery and see the Eight Banners Hall. There are also Peking opera performances at the Miyun Opera Tower, Pingju opera, drum and crosstalk.

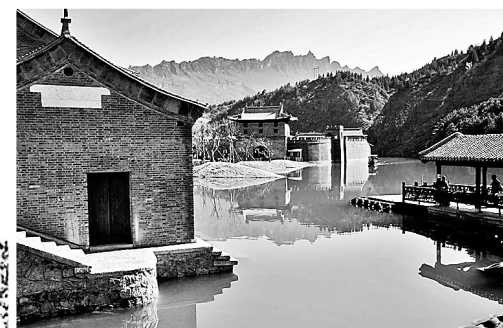
Supporting facilities include a town bank, post office, supermarket, pharmacy, clinic, courier, bookstore and dry cleaner.

In addition to W Town, tourists can also visit a section of the Simatai Great Wall. W Town is located at the foot of the Great Wall.

The Simatai Great Wall officially closed for restoration in June of 2010. It has reopened with W Town.

Simatai follows a steep mountain. It is famous for its strange and dangerous climb. The restored section includes 20 watchtowers. Wangjinglou is the most popular, and is built on a steep peak that offers a view of Beijing's city proper.

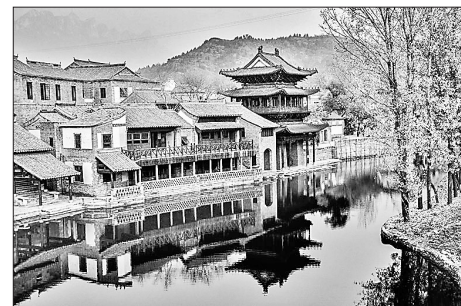
Simatai is identified as a primitive Great Wall by UNESCO. In 2012, the UK's *Times* newspaper called the Simatai Great Wall the first of the world's 25 places that cannot be missed.



Dcbbs.zol.com Photos



CFP Photo



Bbs.zm7.cn



## Sport

### French horseman wins LONGINES Equestrian Beijing Masters

The LONGINES Equestrian Beijing Masters ended on May 11. French rider Kevin Staut and his horse Collard won the game with a play-off result of 39.86 seconds and no penalties. German rider Ludger Beerbaum and his horse Cinetto placed behind him with play-off result of 40.79 seconds and no penalties.

Chinese female rider "Zhu Meimei" and her horse Cheval de Blanc placed fourth with a play-off result of 43.42 seconds and no penalties.

The race was sponsored by LONGINES, BMW AG, Dashing Equestrian and Castel Group.



## Music

### Forests (Taiwan), The Yours (Hong Kong), Chui Wan, Parallel Pyres

Hailing from Taiwan: the land where cigarettes, outdoor drinking and two-wheeled transportation are still common, FORESTS has been making fuzzy and fast music. The group has been road testing its material for the past few months.

After more than seven years at the center of Hong Kong's indie scene, THE YOURS have cemented their reputation as the city's top purveyor of Brit-loving, psychedelically leaning retro indie pop.

CHUI WAN takes surf rock to a transcendent place. The band's intellectual underpinnings are as deep as their sound. They take their name from a Taoist text on the relationship between human beings and nature and draw inspiration from the radical Japanese experimental rockers Les Rallizes Dénudés.

PARALLEL PYRES is the solo project of Joshua Frank, one half of warped blues brother duo Hot & Cold. Rusty canned drums and scorched synth phases give way to smog-laden bass lines and a melodic, warbled drone.



**Where:** XP, at the intersections of Di'anmen Wai, Nei, Dong and Xidajie

**When:** May 31, 10 pm-midnight

**Tel:** 6406 9947

**Price:** 60 yuan (door) 50 yuan (students)

**Website:** site.douban.com/xpbeijing/

### LBM 6.6 Smooth Sailing Showcase

Live Beijing Music is happy to throw its first concert with this scorching hot lineup. And wouldn't you know it — the show happens to fall on June 6 — one of the year's luckiest days.

LBM has selected some of its favorite bands of the past year for an evening of rock and roll that'll leave School reeling. The Big Wave have taken their synth punk to new levels, turning it into a frantic, twisted funkadelic showcase of neurosis.

Meanwhile, it has The Diders, who have been shell-shocking audiences since late last year with their no holds barred rock 'n' roll that threatens to ignite at each and every turn. Bring your friends and family and get ready to let loose.

**Where:** 53 Wudaoying Hutong, Doncheng District

**When:** June 6, 9:30 pm- 1 am

**Price:** 50 yuan

**Tel:** 13240423409

Email: livebeijingmusic@gmail.com

## Show

### Zaija lab presents: Li Daiguo New Works

Artist Li Daiguo will present original music along with Western classical music on cello, Chinese classical music on pipa and the ceremonial music of the Shona people of Zimbabwe on the Mbira dzavazimu.

Li is one of the leading figures in China's experimental and traditional music communities. Within the past decade, he has carved out a singular niche that few others occupy — that of skilled improvisational artist, musical polymath and dynamic live performer.

He is known for his eclectic collaborations with a seemingly-limitless roster of colorful characters and ensembles.

**Where:** Hong'en Daoist Temple, Doufuchi Hutong, Dongcheng District

**When:** May 24, 9:30-11:30 pm

**Price:** 80 yuan (door) 50 yuan (students)



## Communities

### Nutrition, body image and self-esteem: guiding teens

During pre-adolescence and adolescence, children's bodies go through many changes. It is normal for young people to think a lot about how they look and compare their bodies with others.

A positive body image is an important part of healthy self-esteem, and you can help your child think and feel positively about his body. In this seminar, International SOS nutritionist Stella Chan Marinaro will give healthy nutrition tips for active and less active teens, common unhealthy eating



habits and how to help with eating disorders.

A healthy body image for tweens and teens can lay the foundations for good physical and mental health later in life, start building it now.

**Where:** International SOS, Suite 105, Wing 1, Kunsha

Building, 16 Xinyuanli, Chaoyang District

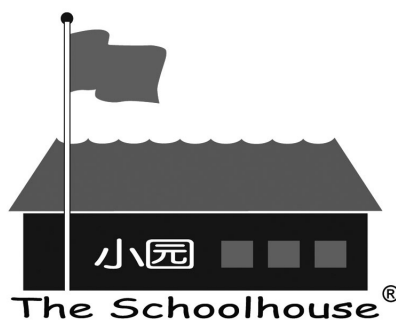
**When:** June 3, 10-11:30 am

**Price:** Free

**Website:** seminar@internationalsos.com

### Farmer's Market at The Schoolhouse Orchard

The market has organized villagers from the area to sell vegetables and fruits from their own plots. Typically, there are also vendors of local honey, hand-made tofu and a variety of dry goods, crafts and traditional local goodies.



This year marks its first foray into running a market. There are no charges for locals who run stalls and there is no charge to visitors.

The group operates several kitchen gardens for The Schoolhouse, including one at the Orchard, according to organic principles. Waste from all venues is composted in a section of the Orchard and returned to the earth.

**Where:** The Schoolhouse Orchard, Tianxianyu Village, Huairou District

**When:** May 24, 11 am-3 pm

**Tel:** 6162 6506

**Email:** info@theschoolhouseatmutianyu.com

## Art

### Short Flashes by Wiktoria Wojciechowska

Short Flashes is a photography project by Wiktoria Wojciechowska about normal people — workers, servants, cooks, shop assistants, mechanics, craftsmen, carriers, parents, children and students — all of whom commute to work or school.

Each year, thousands of people migrate to the big city from small villages, mountains, river valleys and forgotten minority towns to find work. They struggle, earn money to support their families and survive poor conditions to forge China's wealth and prosperity.

Wojciechowska collected their faces, emotions and gestures with her camera to create this unique album of diversity.

**Where:** Lao Beijing Zhizi BBQ Restaurant, 24 Tieshu Jie, Dashilar, Xicheng District (Opposite Jingyishi Hotel)

**When:** Through June 10, 8 pm — midnight

**Website:** douban.com/event/21425981





# Fengtai welcomes World Seed Conference

The World Seed Conference 2014 will be held from May 24 to 28 at the Lake Qinglong International Cultural Center in Fengtai District.

This event, known as the "Olympics of the Seed Industry," is the industry's largest annual gathering. The conference will combine exhibitions, business talks and decision making.

Preparatory construction for the congress has been completed on schedule. The exhibition base, which covers 28.84 hectares, will display 1,200 varieties of plant seeds from seven international enterprises, 20 domestic firms and four scientific research institutions.

As of April 17, a total of 1,374 participants from 59 countries and regions had registered online: the most since the event was held outside Europe.

Jointly sponsored by seven international enterprises and seven domestic companies, the conference has received 4.02 million yuan (\$660,000).

"Fengtai District, based on former professional meetings on seed industry, is capable of hosting an international conference," said Liu Yu, vice head of the Fengtai District government.

Fengtai has hosted the Beijing Seed Conference for the last 21 years, gaining plentiful experience.

"Hosting such a big international conference will create a distinct opportunity for Beijing to gain advanced experience and technology. Meanwhile, it also provides a stage for China's seed industry to exhibit its latest achievements. This congress is expected to promote the construction of 'Land of Seed' in Beijing," said Zheng Yu, deputy director of the Beijing Municipal Bureau of Agriculture.

The congress, themed "Little Seeds, Great Dreams," will be the district's first major agricultural event since the 9th China International Garden Expo last year.

(By Wu Yanling)

# Espring Water Purifier Performance

Amway is one manufacturer that thoroughly tests its products to verify their performance. Amway employs a team of scientists and engineers dedicated exclusively to water treatment system development. They have tested eSpring™ Systems extensively to verify performance claims.



filter and UV lamp cartridge

- More convenient than bottled water
- Easily attaches to most standard kitchen water faucets without special tools or plumbing connections
- System monitor indicates remaining carbon filter and UV lamp life
- Uses exclusive, patented technology.

## Ultraviolet Light Technology

### Performance Claims

- Certified by NSF International under NSF/ANSI Standard 55
- Based on third party testing, eSpring delivers a UV dose of 40 mJ/cm<sup>2</sup>, which is capable of destroying more than 99.99 percent of waterborne disease-causing bacteria and viruses

### System Performance Claims

- The cartridge treats 5,000 liters of water or one year
- Convenient, replaceable all-in-one

## Exceeding the Highest Industry Standards

Enjoying clean, fresh-tasting water every time you turn on the tap is a main reason to choose the eSpring™ Water System, but it's not the only reason. From the certifications it has received, to its performance and technology, this is why eSpring is the best choice for quality water.

Mobile: 18861603518

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